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The treasure land of the lower Rio Grande

Baker Bros. Engravers

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THE TREASURE LAND *of the* LOWER RIO GRANDE



BAKER BROS ENGRAVERS - OMAHA

WHERE NATURE'S SMILES ARE BRIGHTEST

TO THE LAND BUYER

RAW land, that can be relied upon to produce good crops each consecutive year, is becoming very scarce in this country and will certainly increase in value.

The especial advantages of the sections that remain undeveloped are being loudly proclaimed in order to attract the attention of the land hungry public.

Many sections, perhaps, are first class but some are much better than others and, in order to determine which is the most advantageous, we must take into consideration the number and value of their natural resources.

The most important agricultural factor is climate, as it absolutely controls the variety and growing season of crops as well as the expense of living, equipment and operation.

Why be handicapped with a short growing season where one's livelihood depends upon success of but one or two staple crops that eventually exhaust the fertility of the soil?

Why remain idle from seven to nine months of the year; endanger the health by exposure to severe and inclement weather and consume all the profits of the past years labor with no better prospect ahead?

Why run the risk of failure from drouth and floods with one or two crops when it is possible elsewhere to grow from ten to forty different crops that can be matured and harvested without fear or disaster?

Why not go to a country where bounteous crops can be grown and harvested every month in the year, winter and summer alike, that are always in demand and bring good prices?

A good living can be made in a mild climate on much less land; with less equipment; less feed and fewer household expenses.

Of course there are other features to consider, such as soil and moisture, health, markets, transportation, labor, ect., which contribute towards the amount of profit realized from the operation, no matter how successfully the products are grown and harvested.

This booklet tells of a country that has more and greater advantages with fewer drawbacks than any other section under the Stars and Stripes.

The Lower Rio Grande Valley of Texas is an ideal agricultural country and its merits speak for themselves. No misrepresentation is necessary in order to present its advantages in a convincing manner to people who desire the best.

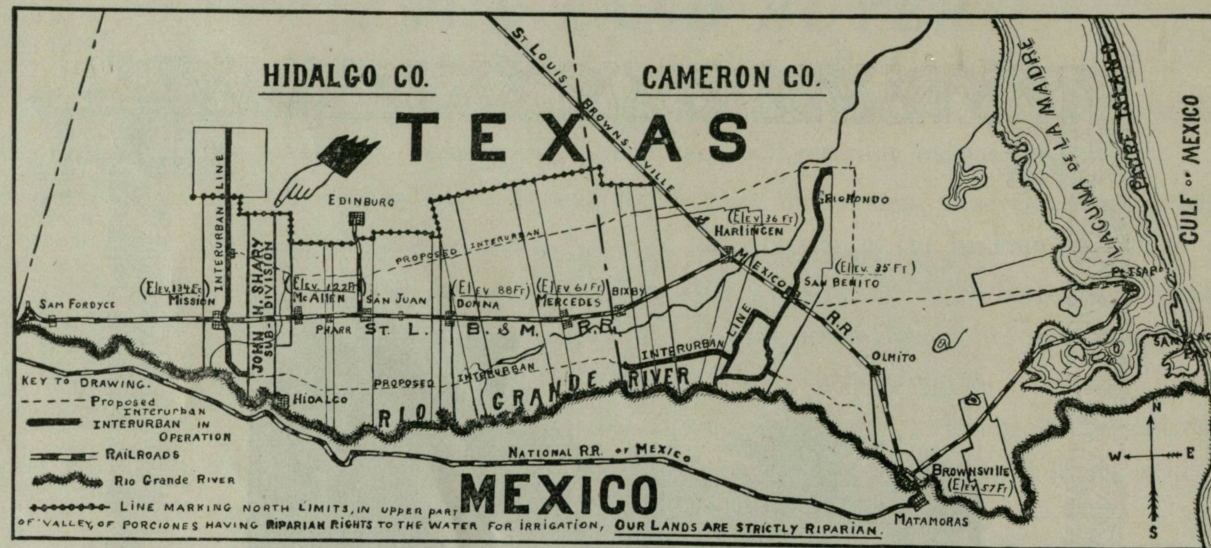
One of the best investments a land buyer can make is to spend a few dollars in investigating this remarkable country before purchasing anywhere, for it will give one a much clearer and more definite idea of the value and extent of these superior resources than may be gained from reading pictures or hearsay.



Such is the beauty of the "Treasure Land."

*Nature's crowning gift to man,
Hidden as but nature can,
Disguised in desert garb complete,
Now lies waiting at our feet.*

*Sons of valorous men, awake,
Deeds of our fathers emulate,
Heed the call of the Treasure Land
Down the Valley of the Rio Grande.*



Reduced sketch of a map of the Valley, showing railroad and interurban lines and the John H. Shary Subdivision.

THE LOWER RIO GRANDE VALLEY OF TEXAS.

BY consulting the map of the United States you will find the Rio Grande river enters the Gulf of Mexico at a point almost due south of Omaha, Nebraska, on the same parallel of latitude with Miami, Florida, and more than 400 miles farther south than Southern California.

The Lower Rio Grande Valley forms the extreme southern tip of Texas and lies in the shape of a wedge with a base about 30 miles in width facing the gulf and the apex of the triangle about 80 miles to the westward. The Rio Grande river forms the south line of the Valley on the Texas side.

This triangle forms the ancient and present delta of the river and no other portion of the state or of the United States can be compared with it in the matter of climate and agricultural possibilities.

It was the scene of considerable martial activity during the war with Mexico in the 'forties which ended with the signing of a treaty making the Rio Grande river the boundary line between the two nations.

No extensive development followed along the military roads built at that time for whatever attention the Valley had gained was quickly obliterated in the excitement of the gold rush in 1849 which started the tide of immigration to California and the far western states.

As this delta country was located far off from the established lines of travel, it was very little known to the public in general until after the railroad was built from Houston, Texas, to Brownsville, near the mouth of the river, in 1904, and later up the valley to Sam Fordyce.

The many natural advantages of this fertile country were then more fully realized. One of the most important discoveries made was the fact that, on account of the delta formation, the land gradually sloped away from the river instead of towards it. This remarkable feature was of material assistance in the extensive irrigation development which soon followed, making this method of farming an easy possibility and, without which, successful agriculture is impossible.

Rapid Development.

It is doubtful if any other section ever experienced such rapid and substantial development as that which followed the advent of the railroad in this valley. Up to this time there were but a few thousand acres under cultivation and Brownsville was the only settlement of consequence on the Texas side within a radius of over a hundred miles.

The total population now, about seven years later, is estimated at 60,000 and some 15 or 16 towns have sprung up where then there was but

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS

brush and wilderness. Close to 200,000 acres of land in this delta are now under a fine state of cultivation, and something like \$100,000,000 have been invested in permanent improvements.

There are churches of all popular denominations and excellent grade and high schools with competent instructors in every town or city of consequence. Telephones, electric lights, ice factories and hundreds of miles of first class roads are already in service and add greatly to the comfort and convenience of the inhabitants. Besides these, there are creameries, canning factories, crate factories, and many other industries and public improvements.

An interurban line is being constructed, a part of which is already completed and in operation.

The People.

The inhabitants of the Valley have come from nearly every state in the Union and every walk in life. As a class they are of the very best and far different from the kind usually found in new countries. The many distinct advantages offered here appeal to people who desire quality and

safety more than quantity, as applied to their land investments.

Homeseekers have been coming into this section for several years at the rate of 100 to 2000 per month, and all agree that it holds the greatest promise of any section they ever investigated.

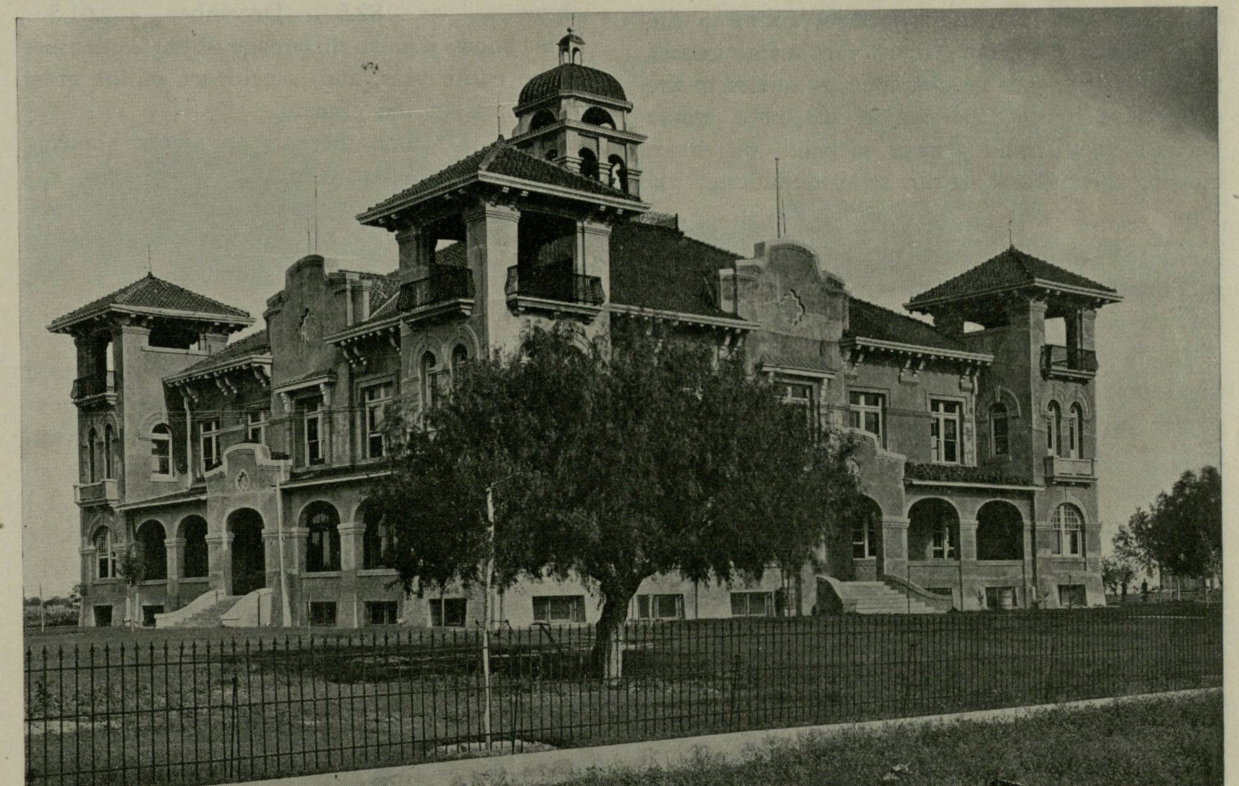
The Lower Rio Grande Valley not only appeals to the farmer but to the business and professional man as well.

Climate.

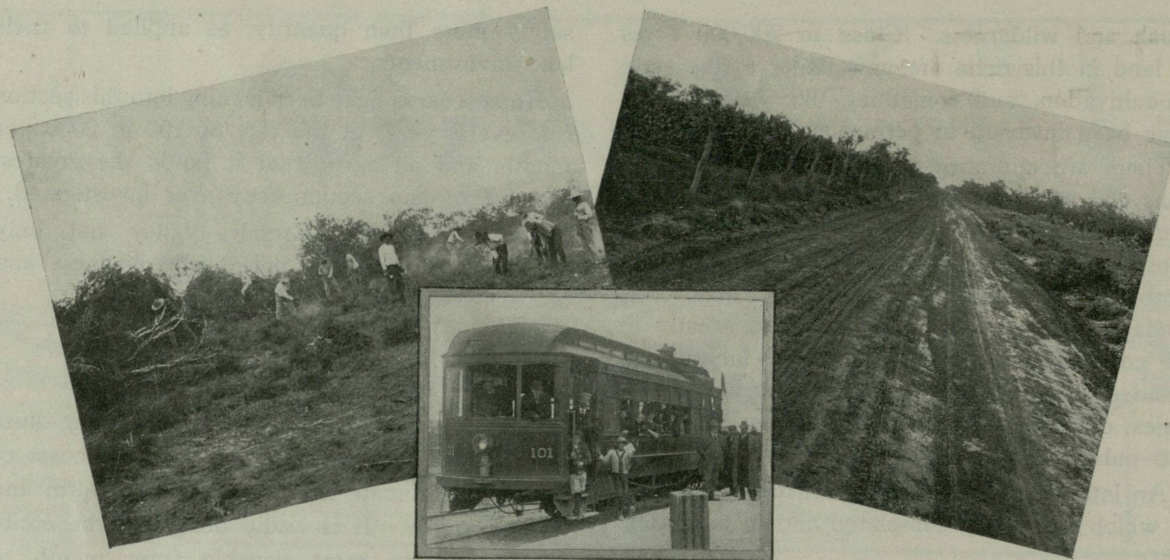
Contrary to the natural supposition among those not familiar with the extreme southern coast of Texas, the climate is not excessively warm and uncomfortable. It is really delightful the entire year, remaining most equable from month to month.

At almost every point in the North Central states the thermometer registers a temperature that is much higher and more unbearable with frequent and sudden changes from bad to worse.

(Sunstroke, heat prostrations and hot winds never occur in the Lower Rio Grande Valley.)



County Court House at Edinburg, Hidalgo County. Cost \$80,000.00.



Mexicans clearing raw land.

Interurban car.

One of the many new roads.

The Trade Winds.

The cause of this peculiar and attractive climatic condition is the Trade Winds which strike the Texas coast only in the extreme southern end of the state.

The Trade Winds are the most constant winds that blow on the earth's surface, and also the most steady. In fact, their very name comes from their dependable character as sailors in the early days sought the region of these winds because they could always depend on them blowing steady and in the same direction.

The cause of these winds is attributed to the rapid revolving of the earth from west to east and they are felt only between the 7th and 29th parallel on each side of the equator.

This wind is laden with life-giving ozone from the salty sea and is cool and invigorating. It swings for thousands of miles across the Gulf, from the direction of Cuba, making the summer days pleasant and the nights delightful.

The climate for the entire year may well be likened to a mild and eternal spring and summer where winter's chilling blasts and summer's deadly humidity are unknown.

Farm work is carried on throughout every month of the year. Some farmers make a specialty of winter crops, and others of summer crops, and many raise both.

The following table was taken from the records of the Government Weather Bureau at Browns-

ville, Texas, and shows the average mean monthly temperature since 1846:

January	59.1	July	83.8
February	62.8	August	83.7
March	68.5	September	80.3
April	73.7	October	74.4
May	78.6	November	67.5
June	82.5	December	61.5

This shows a mean difference of but 25 degrees for the entire year, and is evidence of the great equableness of the climate.

During this time there is no record showing a temperature higher than 102° above zero, and this height has been reached but a very few times. A temperature of 96° above is about the average maximum for the summer and a temperature in the winter of 28° above zero is very low and seldom reached. Frosts are very rare, especially one that is hard enough to be noticed or to do any damage. Only once do the government records show a temperature lower than 22° above zero during this stretch of nearly 70 years.

The records of the United States as a whole show that no part of the mainland is absolutely out of all danger of frost and that the Lower Rio Grande Valley is more immune from the same than any other considerable body of agricultural land therein.

The following table of comparison between the Lower Rio Grande Valley and some of our northern cities is a fair record of the average summer temperatures:

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

Maximum Daily Temperatures for the Month of July, 1913.

(Taken from the Government Climatological Summary)

	Omaha, Neb.	Topeka, Kan.	Kansas City, Mo.	Brownsville, Tex.
July 1....	90	84	82	87
" 2....	94	90	90	87
" 3....	95	90	91	87
" 4....	99	94	94	85
" 5....	90	95	97	86
" 6....	86	95	91	87
" 7....	89	96	88	89
" 8....	91	104	99	90
" 9....	83	93	90	87
" 10....	83	88	84	91
" 11....	82	96	94	87
" 12....	89	91	90	87
" 13....	100	93	95	89
" 14....	104	100	98	88
" 15....	101	103	103	89
" 16....	104	104	102	89
" 17....	100	102	101	89
" 18....	82	95	91	89
" 19....	88	88	85	91
" 20....	79	84	83	96
" 21....	87	84	82	92
" 22....	94	94	93	94
" 23....	78	81	81	91

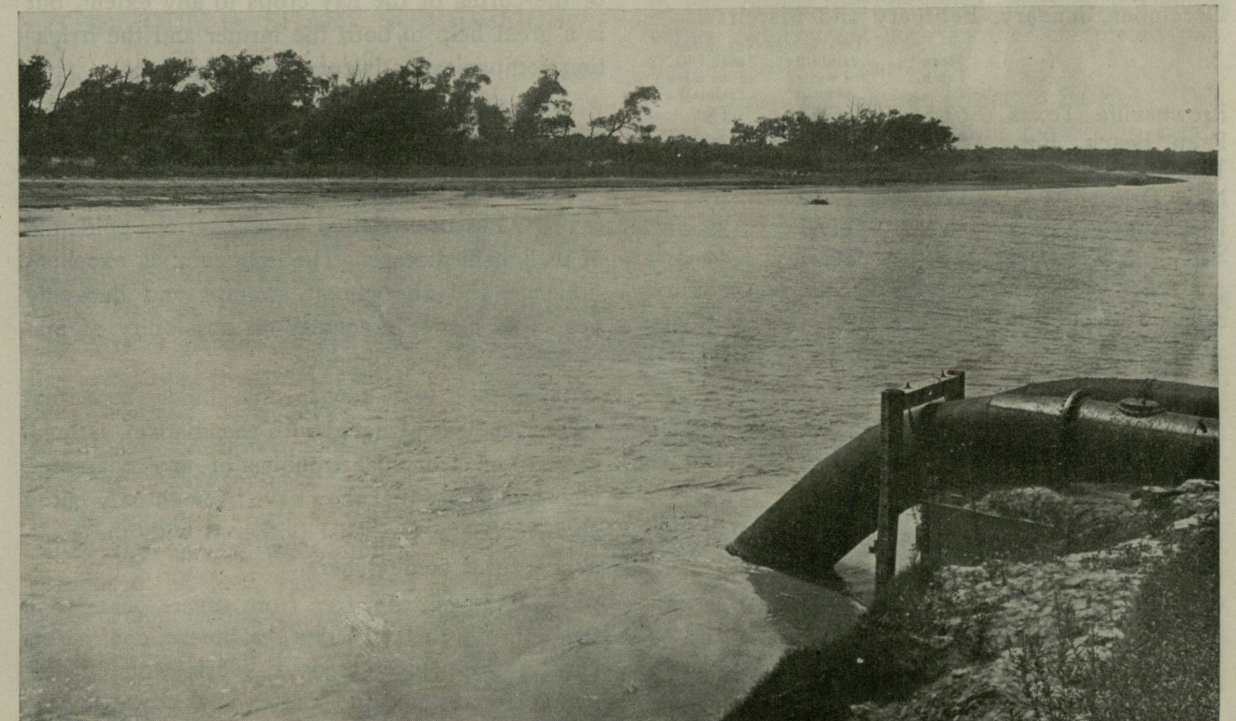
	Omaha, Neb.	Topeka, Kans.	Kansas City, Mo.	Brownsville, Tex.
July 24....	80	82	80	88
" 25....	86	86	84	89
" 26....	99	96	95	89
" 27....	87	91	88	90
" 28....	93	99	97	90
" 29....	100	99	99	92
" 30....	101	100	100	91
" 31....	80	90	90	91
Mean Av....	90.8	93.1	91.5	89.3

You will notice that the hottest day in Brownsville was but 96 above and that was only once during the month. This valley seldom has any of the sticky, sultry heat that is often felt in the North, both indoors and out.

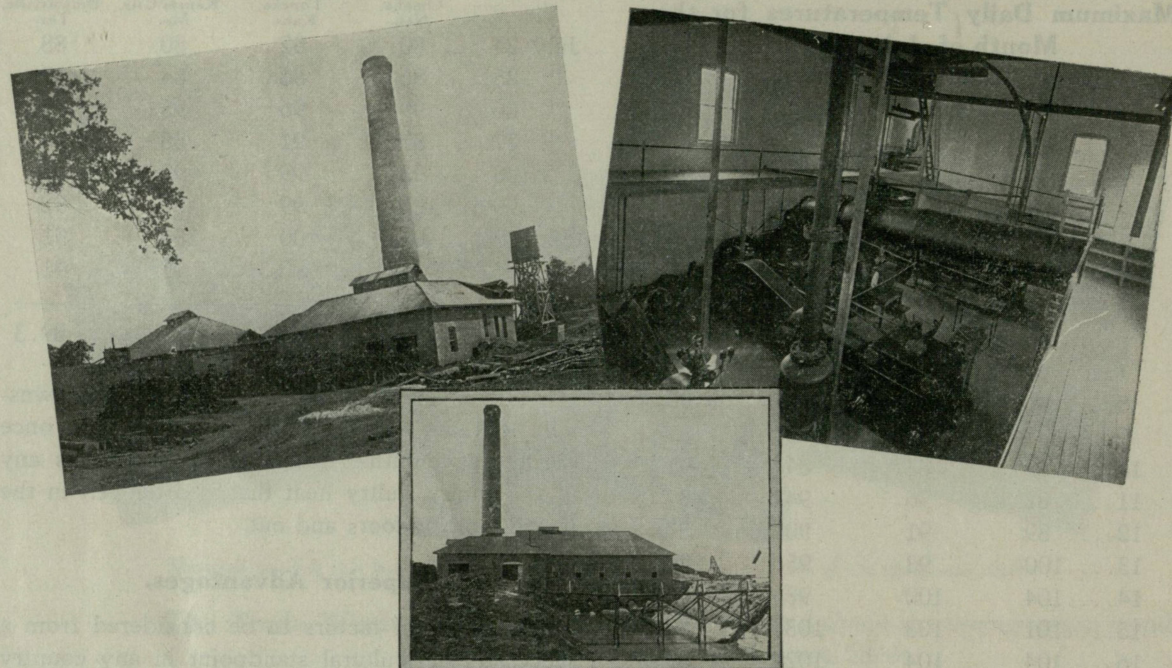
Superior Advantages.

The principal factors to be considered from a successful agricultural standpoint in any country are temperature, moisture and winds; for an ideal health and pleasure resort, a maximum amount of sunshine with the least possible rainfall or rainy days are the most desired.

The winters of the Brownsville district or Lower Rio Grande Valley are very mild and dry. The number of days with one-tenth of an inch or



The Rio Grande River as it appears in the lower country. Intake pipes lead to pumping plant.



First lift pumping plant.

Second lift plant.

Interior showing huge centrifugal pumps.

more of rainfall is very small, allowing more sunshine, better growing and more pleasant weather than any competing section.

A better idea of this advantage is shown in the following table of comparisons as taken from the weather bureau reports for the months of December, January, February and March:

	Mean Temp.	Total in. of rainfall— 4 winter months	No. of days with 1-10 in. or more rainfall
Brownsville, Texas..	67.5	5.44	18
Palm Beach, Fla...	65.8	12.22	36
Tampa, Fla.....	60.9	10.49	33
New Orleans, La...	57.3	17.92	40
Los Angeles, Cal...	54.5	11.93	25
San Francisco, Cal..	51.1	16.41	44

Here is a comparison between the temperature of the water in the Gulf off the Rio Grande Coast and the Pacific Coast off Southern California:

Gulf of Mexico, Rio Grande Coast—68 to 77 Fahr.

Pacific Ocean, Southern California Coast—50 to 68 Fahr.

This shows the water off the Rio Grande Coast to be 18 to 27 degrees warmer than the ocean water off Southern California resorts, for the winter months.

Rainfall.

The average rainfall is about 20 to 25 inches per year, quite well distributed and sufficient to

clear the atmosphere, keep the foilage clean, and hold down the dust on the roadways most of the time, though not sufficient for successful and continued agricultural operations.

It seldom interferes with the work in the fields or the curing of the hay crops to any extent, but is a great help to both the farmer and the irrigation companies, as it cuts down expenses.

Health.

The healthfulness of the Valley is marvelous. It never has been visited by any serious epidemic of malignant disease. The light rainfall, excellent drainage and absence of swamps and decaying vegetable matter precludes all possibility of malaria and kindred ailments.

There are very few people living here that have ever been afflicted with rheumatism, asthma, catarrh or bronchial troubles of any character, who cannot say that they have been entirely cured and are not in the least bothered with these ailments since coming here.

The mild climate, free from severe changes in temperature, the salt laden sea breeze, cool nights and bright, sunshiny days, work wonders for people so afflicted, no matter how advanced the disease may be.

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

Flies and mosquitoes are rarely seen here in any numbers. This is not a mosquito country and the constant salt breeze from the sea seems to keep the flies driven back into the interior.

It is not a wild and woolly country, as some will tell you, but is as good a country to live in as there is in existence.

Irrigation.

Irrigation is the most ideal method of farming. It not only insures a perfect crop each year, but the yield is increased nearly 45 per cent over that of a rainfall country by being able to supply the right amount of water at the critical time.

The general lay of the land and the manner of supplying the water makes irrigation in the Valley a simple and easy matter. The cost of the water is exceedingly small when compared with the greatly increased revenue that is certain each year.

How many farmers in the rain belt have not often seen the time when a good soaking rain would have meant anywhere from one to five thousand dollars in their pocket at the end of the year?

When water is wanted in the Valley, one can order it by telephone and be prepared to receive it to the best advantage when it arrives at his headgate.

THE JOHN H. SHARY SUBDIVISION.

The Lower Rio Grande Valley is divided into three different and distinct areas which vary in elevation according to their distance from the coast and the river. The present delta is the low eastern half that borders on the Gulf and is of more recent formation with an elevation of but 15 to 60 feet above sea level. The greater portion of the land lies lower than the mean level of the river and is troubled with occasional overflows and poor drainage in many places.

The upper or western half is called the ancient delta and is composed of first and second bottom land having an elevation of 100 to 150 feet above sea level and lies 25 to 50 feet above the river level.

This section has very good natural drainage, and the soil is of a lighter texture, more open and porous, and is better adapted to diversified farming and irrigation.

In this section is found the greatest agricultural development for that reason.

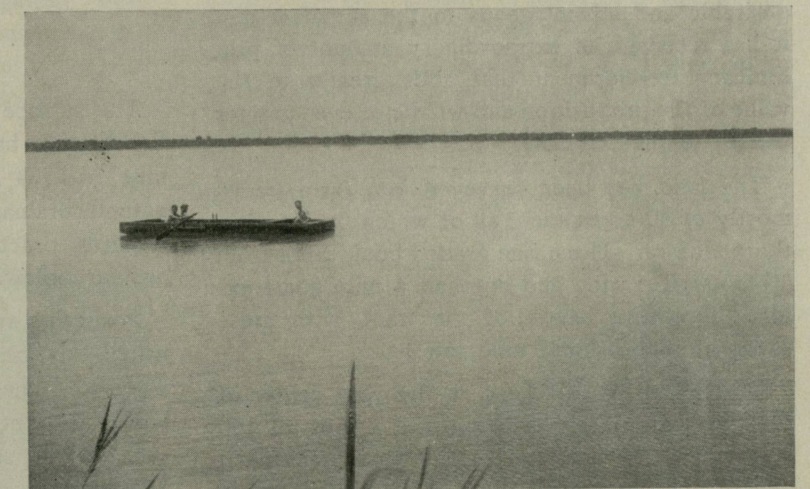
Lying almost in the center of this section and nearly surrounded by fine improved farms there is a large tract of the very choicest land in the entire valley which is called the John H. Shary Subdivision, after its present owner, Mr. John H. Shary, of Omaha, Nebraska.

This tract consists of approximately 20,000 acres and lies in the shape of a long rectangle two miles wide and about fifteen miles long; lying almost due north and south and fronting on the river at the south end. It embraces three original Spanish porciones numbered 58, 59 and 60, which were granted by the Crown of Spain along with the water rights to the same in the year 1767.

Excellent Location.

The St. Louis, Brownsville and Mexico R. R. crosses this tract near its center from east to west and an interurban line, working in connection, is operating out of Mission to the west line. This interurban line is surveyed across the tract in two places to complete a loop of the entire valley and connect with another completed portion in the lower part.

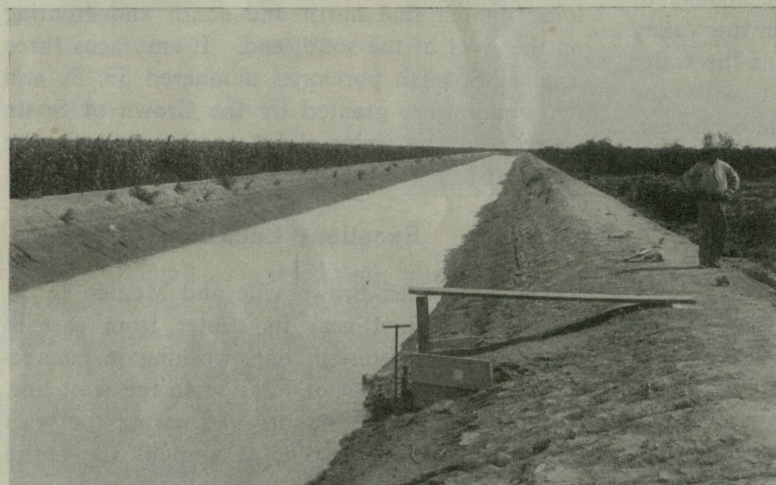
A more ideal location is not to be had. This tract is Mr. Shary's choice of more than a million acres which were inspected before he was



One of the immense reservoirs on the canal system. Area 165 acres.

satisfied, for it had to fully meet the exacting requirements in all respects which he, as a long experienced and successful colonization man, knew were necessary in order to make it a strictly first class, gilt edge agricultural and investment proposition.

Mission, Hidalgo County, Texas, is but $1\frac{1}{2}$ miles west and McAllen but $1\frac{1}{2}$ miles east of this subdivision. On either side and surrounding these towns are the older developed lands that have been in cultivation from 2 to 6 years. These lands have increased greatly in value and the crops have made enormous profits during this time.



A branch lateral on Sharyland.

Extensive Development.

In order to make this subdivision the most desirable and advantageous to the actual settler, it has received an extraordinary amount of preliminary development that adds greatly to the value of the proposition and will be of even greater benefit to the colonists.

The land has been surveyed into farm tracts, mostly of 40 acres each, all of which face a main thoroughfare. Three fine graded boulevards from 40 to 60 feet wide and one-half a mile apart extend the entire length of the tract, with cross roads at mile or half mile intervals.

On the railroad line and in the very center of the tract Mr. Shary has improved a farm of 160 acres along the most up to date lines, making it one of the finest and most attractive places in the State.

SHARYLAND.

This farm is called "Sharyland" and is a fitting title.

A railroad switch has been constructed on this farm and a fine pavillion and park have been built alongside. The land is being farmed for profit as well as to demonstrate the agricultural possibilities of this particular section. The buildings are an example of the kind that Mr. Shary is anxious to see the purchasers erect on their land and are both attractive and serviceable as well as reasonable in cost.

Sharyland is being surrounded with small tracts of 2 to 5 acres each which are being planted to citrus fruit with many palms along the dividing lines and elsewhere.

These orchard tracts are elegant building sites and are all being made as beautiful as possible through the efforts of a landscape gardener. This will form a most desirable residence district for particular people.

It is predicted that Sharyland will quickly become one of the most beautiful and best paying properties in the South.

Parties who have already purchased land on this tract have a large amount under cultivation.

The development has been surprisingly rapid and many fine homes are already completed or in course of construction.

The Soil.

The surface of the land on the John H. Shary Subdivision has a fall of about 2 to 4 feet per mile, with a slight roll, which gives excellent natural drainage. It is also quite smooth and requires practically no leveling outside of the ordinary plowing and harrowing.

For easy and economical distribution of the water this tract could not lie in better shape. The soil ranges in color from a black to a chocolate and light brown and is very porous and sweet. The sand content runs from about 5 to 15 per cent and is very fine, no gravel being apparent.

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

The Government soil survey for this section classifies this soil as mostly Brennan loam and Brennan fine sandy loam, which soils are the best adapted for diversified farming of any in the South Texas area.

It all works easily, takes water freely and allows it to spread rapidly. It is fairly heavy, yet does not form a hard crust after irrigating.

It is comprised of disintegrated limestones, granites, minerals and volcanic ash, mixed with the richest washings of humus from the varied soils of a watershed of more than 200,000 square miles along the Rio Grande and its tributaries, and has been deposited on this tract to a depth of 15 to 40 feet.

This soil forming process has been going on for thousands of years and still continues, for the river water carries in suspension great quantities of this rich silt that is made up of all the necessary elements that promote plant life. The constant overflows that occurred during the early formation of this delta have built up the river banks until now they are quite high and the river is well confined.

Inexhaustible Fertility.

Soil formed in this manner is the very richest kind and will last indefinitely without the addition of commercial fertilizer of any sort, for the constituents are well balanced in proportion. This is especially true of the soil in this delta. The great and lasting fertility of this soil is marvelous and is constantly renewed with each application of the river water in irrigating. Very few rivers of the world carry in suspension and deposit upon their banks an amount of silt so large and rich as is done by the Rio Grande.



Irrigating.

Professor Lucius M. Wilcox of Denver, Colorado, makes this statement in his authentic book on the subject of irrigation:

"As a result of five months' study of the water of the Rio Grande, a stream which carries excessive quantities of silt, it was estimated that in using one acre foot of muddy water in irrigating, 955 pounds of Potassium Sulphate, 58 pounds of Phosphoric Acid and 45 pounds of Nitrogen were added to each acre."

A thirty bushel crop of wheat usually removes 28 pounds of Potash, 23 pounds of Phosphoric Acid and 45 pounds of Nitrogen. It would seem utterly impossible to exhaust a soil irrigated with such water."

Sugar cane takes more strength from the soil than any other product and has been grown for nearly 30 consecutive years on a plantation near Sharyland without exhausting the fertility of the soil.

All the fertilization this land has had is the natural deposit of silt from the irrigation water.

Better proof of the fact that this water is beneficial and not injurious to the land or to plant life would be hard to imagine.

Those familiar with other irrigated sections are greatly surprised, after visiting the Lower Rio Grande Valley, at the absence of harmful alkalies in this soil.

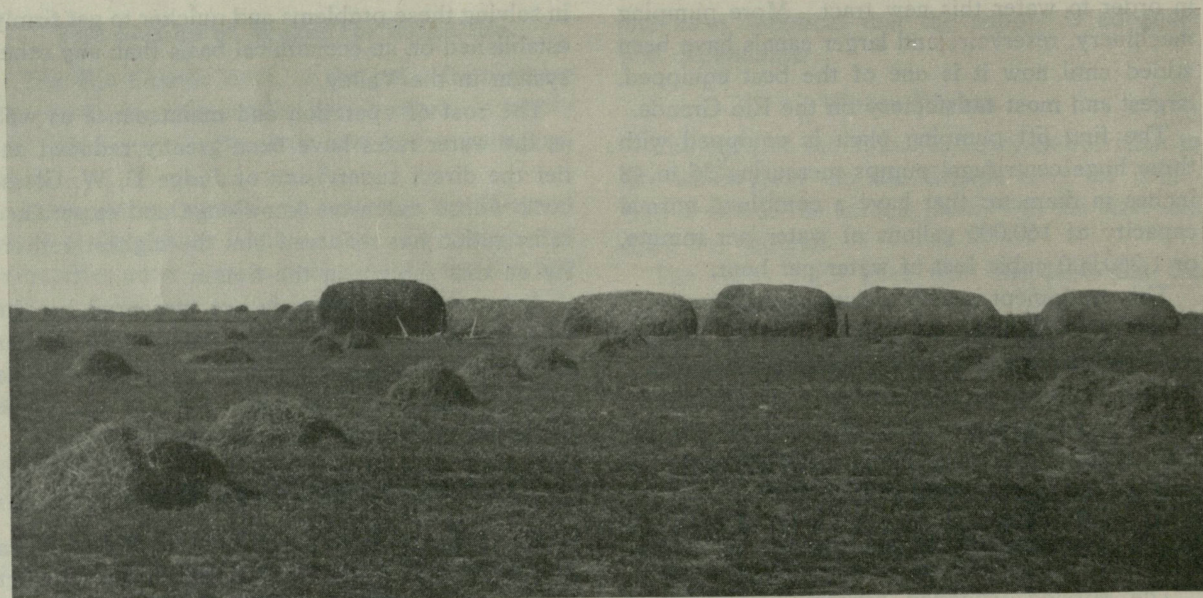
Most Important Features.

There is a vast difference in the value of land in the Valley which is almost entirely due to the class of the water rights and different character of the water service rendered on different propositions.

The most important features in regard to the success of an irrigated section, aside from climate and soil, is the available water supply, water rights, provisions for supplying the water and the economy and reliability of the water service.

The Lower Rio Grande Valley is no exception to this rule and would be almost worthless for agriculture unless the life giving water is supplied when needed.

Mr. Shary has spared no expense in making the John H. Shary Subdivision the best watering place in the entire state.



A part of one year's alfalfa crop. Nine tons per acre.

There can be no discrimination between the water users, and the rates are subject to adjustment and must be fair and reasonable at all times.

Gigantic Canals.

The canals on the John H. Shary Subdivision are extraordinarily large and are constructed in the most approved and satisfactory manner. They are very wide and deep, with extra high banks which are made by taking all the dirt from the inside instead of from along the outside.

The great advantage in this manner of construction is the absence of the deep and unsightly excavations or borrow pits that collect water, grow weeds and take up valuable space on each side of the ordinary canal. The enormous capacity of these canals enables them to furnish water quickly. This item is very important as the extra cost in labor and delay caused by a small canal is eliminated.

The elaborate watering facilities on this subdivision are by far the most satisfactory in the entire irrigated district of South Texas and their marked superiority is attracting wide attention.

Has No Equal.

No visitor to the Lower Rio Grande Valley should leave before investigating the John H. Shary Subdivision, no matter who they are with,

for it would only be like the boy going to the circus and missing the main show by taking in one of the smaller side attractions.

This tract has much to commend it to careful investors above all other propositions here or elsewhere.

It is in a class by itself and the most thorough and complete investigation made concerning all points in connection with the watering facilities, value of the elevation and drainage will convince the public of this fact.

Here will be found not only the best land but the best irrigated land in the entire delta—an appreciable difference, especially to those who know.

Transportation.

The Lower Rio Grande Valley is well equipped with transportation facilities which place it in much closer touch with the markets of the Middle West and almost as near the Eastern markets as any competing section in the South. It is 1500 miles nearer Chicago and New York than California and the freight and icing rates are about one-half of those paid by growers on the Pacific coast.

The St. Louis, Brownsville and Mexico Railroad, which is a part of the Frisco System, serves this valley from end to end and connects with the railroad lines of Mexico at Brownsville. At

Houston this road connects with 13 trunk lines which penetrate all the inland states and connects at Galveston with steamship lines from all the ports of the world. Galveston is the second largest shipping port in the United States.

Special refrigerator cars for both freight and express shipments and special trains are furnished as the situation demands, in order to give the best of service.

There is a large pre-cooling plant here that cools six cars of produce at one time and enables the shippers to market perishable products in the very best of condition.

The Interurban Line.

It will be seen that this valley is not far behind the best equipped of the older settled communities in the matter of transporting products to the markets of the world.

The interurban line, before mentioned, is already helping the farmers to a great extent as loading switches are being built at intervals where cars are set out for the farmers as they need them. This often saves a haul of many miles to town and, as the cars need not be reloaded, they are ready for cooling and starting for their ultimate destination.

The interurban service is equally as valuable for the handling of freight and express as it is for passenger service.

The Ship Canal.

The ship canal, which is being built between the mainland and a string of islands which line the Texas coast, is already in operation from Corpus Christi, 150 miles north of the Valley, to Galveston.

The purpose of this canal is to furnish a very low water rate on all staple products, both in and out, for the benefit of all. In the near future this canal is to be extended to the mouth of the Valley and as far east as New Orleans.

Vessels of light draft can make a quick passage between ports by using this channel and avoid any danger attendant to a trip across the Gulf.

Labor.

The cheapness of the common labor is a very important item. The native Mexicans are plentiful and quite satisfactory. They receive from 65c to \$1 per day and board themselves. They

prefer to live by themselves and do not try to mix up in other society.

The most of them have been raised in this country and are above the average, many being very fine people. Some have brought their families out of Mexico during the recent trouble, as they prefer to live in peace and where they can secure steady employment, better pay, and send their children to the superior schools. They quickly see the advantage of American methods and education, which they are not slow to assimilate.

The laborers thoroughly understand the clearing and grubbing of land and the handling of stock, while many are well experienced in irrigation farm methods.

Mexican contractors with Mexican labor, clear and grub the land, which is covered with scrubby, hard wood, ready for the plow at \$8 to \$12 per acre, according to the growth. They cut and pile the wood at 50c per cord and the fence posts at 3 to 5c each.

These posts are mostly mesquite and ebony, very hard and lasting, and give long and efficient service. The cordwood is hauled to the pumping plants where it readily brings \$1.50 to \$2 per cord.

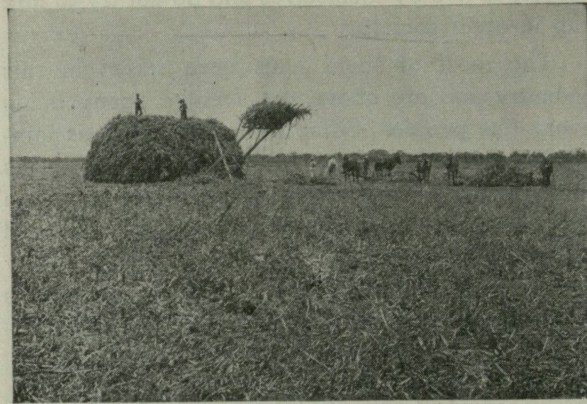
A great many of the Mexican people speak some English and are quick to learn. They are peaceful, honest, polite and religious.

The entire family works and are very handy, especially in picking cotton and corn, transplanting vegetables and in harvesting and packing time.

The women soon become fair domestic servants and the men will work day and night, rain or shine, in their own steady way and can plow a furrow much straighter than the average farmer.



Kaffir corn.



Stacking sorghum cane hay.

Products.

With the exception of some small grains, practically every crop that thrives in the temperate or semi-tropical latitudes are found growing at their best in the Lower Rio Grande Valley.

Because of the long growing season, which includes every month of the year, some crops are planted and matured twice and some even three times in one year on the same piece of ground. While this is not necessary in order to make a living it is certainly a very valuable feature.

Staple forage crops are grown and harvested several times from one planting and then are out of the way in time to grow a crop of winter vegetables during the same twelve months. This seems unbelievable to many who have never witnessed it, though more surprising things than this often occur in this extraordinary country.

Alfalfa thrives exceptionally well, starts quickly, grows more rapidly and produces more abundantly than in any other section of the United States.

Two crops of corn can be grown and matured on the same land from February to December with surprisingly large yields, especially for the first crop.

Sugar cane and cotton are dependable staples and are grown to a considerable extent, while kaffir corn, milo maize, sorghum cane, and Egyptian wheat are very popular for grain and rough feed. The value of these crops is very little known north of Kansas, for the reason that they seldom grow, cure or keep properly unless the climate is mild and dry.

Wonderful Variety.

Vegetable, or truck crops, of practically every variety in the seed catalogue are planted extensively, especially from October until April. Christmas vegetables are a specialty and bring high prices on all markets.

This industry, however, is not the main source of revenue to the farmers as, above all things, the Lower Rio Grande Valley is a country of staple crops, for all of which there is a good local market.

Hogs, dairy cows and poultry are depended upon to make the living, meet other current expenses, roll up tidy profits and establish a perfect balance on all well directed farms.

The citrus fruit industry bids fair to outshine all others in the near future and will advance the price of land more than any other one thing, once it receives its proper share of attention.

Deciduous fruits and nuts are also coming into prominence and add greatly to the pleasure of living besides the fine revenue received therefrom.

The crop yields given in this booklet are well within the general average for the valley though many higher figures have been quoted and many record yields have been made that seem almost unbelievable.

Markets.

Texas alone is one of the best markets in the world for most of the staple as well as many of the special crops grown therein.

During the year 1912 the people of the state of Texas bought over sixty-four million dollars worth of corn, hay and forage, pork and dairy products from outside sources besides consum-



A field of cotton.

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

ing all the home supply. These four staples are produced more abundantly and cheaply in the Lower Rio Grande Valley than anywhere else in the state. The population is rapidly increasing and the figures for this one year are not exceptional when compared with other years.

On the other hand, however, the balance sheet shows that Texas had a profit from her cotton crop, outside of the amount consumed at home, of \$290,691,870. The cotton farmers of the state are the ones who demand these products as they do not grow enough for their own use.

Corn.

Corn is one of the most important staple crops in the Valley.

Until recent years the South was not considered a successful corn country, mostly because the farmers did not give it the attention it received in the North, but now it is being demonstrated that more corn per acre can be grown in the South than anywhere else.

In the Lower Rio Grande Valley two crops of corn are often grown on the same land in one season. The yield for the first crop is safely placed at 50 to 90 bushels per acre though the second crop is usually about 30 to 50 bushels.

Many farmers sell all the first crop at 65 to

80 cents per bushel, and feed the second crop to hogs.

A variety of Mexican white dent corn is most popular. This corn is very hard and flinty with ears 8 to 10 inches long and a small cob. It is much stronger than Northern corn and is very popular with Mexican people.

Corn is always the staple grain in Mexico for both man and beast and sells for 20 to 25 cents more per bushel than corn in the North.

This corn is planted from February until August; roasting ears are obtainable from May until January, and corn is cribbed early in July. Corn keeps very well in this dry atmosphere with very little trouble.

Crab grass and weeds are scarce and a field is easily kept clean.

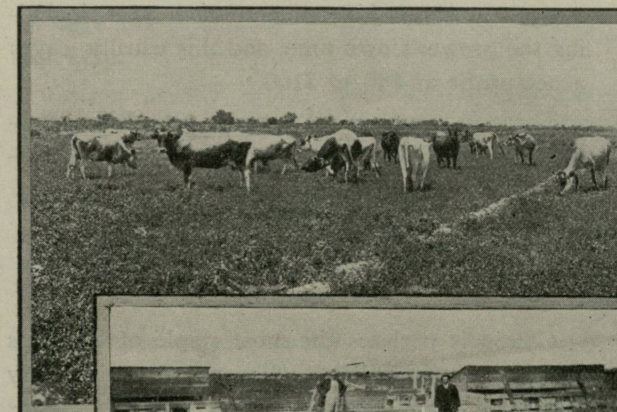
The corn yield of the Valley in 1914 is estimated at 2,000,000 bushels, which is almost twice as large as last year, and a yield of 3,000,000 bushels is confidently expected next year.

Read the following letter and see what one man has done in this valley in two years' time:

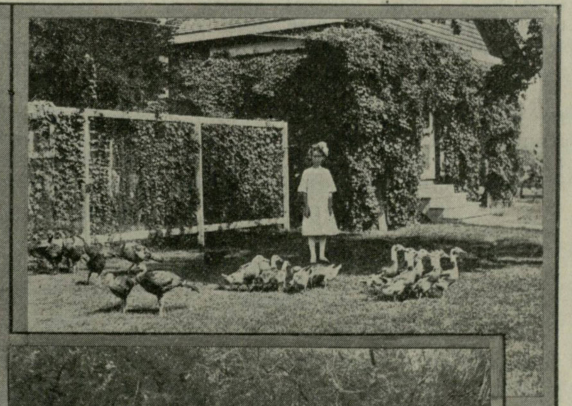
San Juan, Texas.

November 4th, 1911.

I came to the Rio Grande Valley from Burlington, Coffey County, Kansas, during the latter part of the year 1912. Bought land and set in to improve my land. The improvements made, including land cleared and plowed and a small but comfortable house to live in, was completed around the



Jerseys in alfalfa.



Hogs on Mr. Brians farm.

Turkeys, ducks and chickens.



A great bee apairy in the Valley.



One of the famous Sharyland canals, built high, wide and deep with no borrow pits.

Made to irrigate land.

Corn at left growing on new land.

Photo taken five months after clearing.

first of the year 1913. I planted corn and alfalfa. My corn so far has averaged me 80 bushels per acre. I planted my alfalfa in March and cut it five times the first year, which made me $1\frac{1}{4}$ tons per acre. My experience in winter truck crops netted me \$1100.00 from 6 acres of cabbage and $\frac{1}{2}$ acre of onions.

This year's corn crop off 45 acres made us 3000 bushels, and I have sold \$1750.00 worth and still have on hand 750 bushels of corn left. My alfalfa this year cut first crop New Year's day, and have cut to date, since then, 8 times and is ready to be cut again. Since the first of February, I have put out 140 trees of Citrus fruit and all the trees are doing fine, in fact, no better could be expected anywhere possible to grow citrus fruit. Have also planted two dozen Peach trees now over a year old that are doing splendid.

Horses and mules shipped in from the North do well here. The general health of the family is better than it has ever been when we lived in Kansas. No need for a doctor's care—could not say this back on the old place north.

I would not take less than \$350.00 cash per acre for my land, besides I would not move back to Kansas for the farm I owned. Should anyone wish to ask as to my standing, they can find out by asking any Merchant or Banker in Burlington, Kansas.

E. L. FIRST.

Alfalfa.

Alfalfa is a very important crop in the Lower Rio Grande Valley and has met with success from the start. It is cut from six to ten times a year with an average yield of about a ton per cutting. Thousands of tons of perfectly cured, pea green alfalfa are grown and marketed each year.

It is sown thick, usually 22 to 25 pounds of seed to the acre, which makes a heavy stand and causes it to grow fine stems instead of coarse and rank like some alfalfa. The first crop is

often cut within 90 days from the time of planting. The succeeding crops are cut every 30 to 35 days until as late as December.

The home market pays from \$15 to \$20 per ton when baled and there is always a live demand for this hay all over the state.

The fact that there is water at all times for irrigation and but little fox tail, dodder or crab grass, and a most suitable climate for the growth and curing of the hay, makes this section an ideal place for alfalfa culture.

The cost of watering, cutting and baling will amount to about \$20 per acre each year, including the grower's own time, and this usually leaves a net profit of \$80 to \$100.

There is a very large acreage of alfalfa growing in the Valley and seldom a poor or unsuccessful stand, if planted in season.

Cotton.

Cotton is perhaps the most staple of all crops and is almost indispensable as no satisfactory substitute for it has yet been discovered. Texas alone produces nearly 20 per cent of the world's supply of the fleecy staple.

It is grown much the same as corn and northern farmers are raising it with practically the same success as the southern planter who has raised it all his life.

The matter of cheaply harvesting and marketing this crop is an important item. The lack of

sufficient help in picking time, especially where the season is rather short, is a handicap to many sections where cotton grows successfully.

Some of the principal advantages enjoyed by the farmer in this delta country are a long and early growing season, cheap and plentiful labor, close proximity to deep water and climatic conditions that favor the growth of the finest varieties.

Mexicans pick the cotton at about one-half the expense necessary in other sections. The usual yield in the Valley is from three-quarters to a bale and a half per acre, while the general average for the South is barely one-half a bale per acre.

Cotton usually brings from \$50 to \$75 per bale of 500 pounds and the seed sells for \$10 to \$15 per ton and usually pays for the picking and ginning.

Sugar.

The cane sugar industry in the Lower Rio Grande Valley has been in operation for many years and a very large acreage is devoted to it.

At the present time the future of American sugar is very promising and this staple is being produced here at a much lower cost than in Louisiana, as labor is cheaper and the grinding season is much longer.

The quality of this sugar cane is the best in the United States and it received first award at the World's Fair at St. Louis. The yield per acre is

considerably larger and the saccharine content much stronger.

Sugar cane is planted but once in every 6 to 8 years in this section. The stalks are laid in a deep furrow and covered with soil and the shoots grow from the joints.

It usually yields 25 to 40 tons per acre and much greater yields than this are often made. At three dollars per ton there is a nice profit in this crop, though as high as \$4 is often received by the grower.

Sorghum Cane.

This crop is very popular for pasture and rough feed. It is sown thick, usually in February, and is ready to cut the first time in about 90 days. This cutting will yield 3 to 5 tons per acre and two more cuttings nearly as large are made before the following December.

It is cut, cured, stacked and baled similar to alfalfa and brings a fair price. It keeps well and is very nutritious, especially when grown and cured in this mild, dry climate.

The continual influx of new settlers into the Valley who must necessarily buy feed until they can grow their own, causes a live demand for this hay. Large quantities are also shipped to other parts of the state, bringing about \$10 to \$12 per ton.

Sorghum cane offers a special advantage to the farmer for the reason that he can grow a sufficient amount in three months' time to furnish feed for all his stock.

Kaffir Corn, Milo Maize and Egyptian Wheat.

These crops are grown to a considerable extent both for grain and rough feed. They have large, heavy heads of grain and make an extremely heavy yield. They are all quite similar in appearance and feeding value.

Like sorghum, these crops usually make at least two full crops of grain and one of rough feed in one season. After cutting, the field is irrigated and the new crop springs from the stubble.

This grain is fed to all work animals, hogs and poultry, making a well balanced ration. Many farmers feed this grain almost exclusively and work animals do well on it.

The yield of grain in one season is usually from 100 to 200 bushels per acre and is harvested both by heading and by cutting the stalk at the ground and shocking.

Broom Corn.

This is a crop that has been tested out sufficiently in the Valley to prove that it is no doubt the most successful section known for its culture.

It will absolutely yield two crops each year from the same planting and the quality of straw is not excelled anywhere. Bales of this product have been shipped to a number of points in the United States as samples and have received some

most excellent reports. The price of broom straw seems to be getting higher each year.

There is a great future for this crop here and all that is needed is men who understand the business to make big money from this industry alone.

Millet and Cow Peas.

Millet and cow peas are easily grown and produce very satisfactory yields. Cow peas are a legume, building up the soil the same as clover and alfalfa. It is a good crop to plant with corn and does especially fine when sown thick. They will thresh out 6 to 15 bushels of peas and yield a large amount of hay. They are especially fine as a dairy and hog feed. Pea fed pork is considered the finest there is.

Hog Raising.

There are few, if any, places where the hog raiser has such an opportunity as in the Lower Rio Grande Valley. Much less money is needed for buildings as the climate is so mild that they run out of doors winter and summer.

Corn, alfalfa, sorghum cane, Egyptian wheat and cow peas with peanuts, beets, sweet potatoes and other vegetables furnish a large variety of the best of feed. Green pasture of alfalfa and bermuda grass are continuous.

This country is wonderfully immune from hog diseases, and cholera has never been experienced here.

Hog breeders claim that 5 litters in two years are depended upon and very few are lost from any cause. The cost of feeding is materially lessened as no excess is needed for warmth.

The pork market of the South is always high. Texas markets average 10 to 20 cents per hundred higher than Omaha or Chicago.

There are many fine droves of Poland Chinas, Durocs and Hampshires to be seen near Sharyland, and the prize-winning herd of Duroc Jerseys of Texas is located in this Valley.

The profits in hog raising here are phenomenal. The growth is very rapid, even without corn, yet when a farmer desires to finish a bunch he has the material, grown on the farm, to do it with.

With the corn ripening in July the farmer can finish his hogs for the early fall markets before the hogs arrive from other sections, thereby insuring a good price.

The following affidavit is typical of the success this industry is meeting with:

Considering the fact that I have made a success in the culture of alfalfa in the Lower Rio Grande Valley, and being requested by Mr. J. H. Shary of Omaha, Neb., to give a few facts in reference to my success, I now state under oath that on March 8th, 1912, I planted 14 acres new land, located between San Juan and McAllen, to alfalfa. That in the latter part of June, 1912, the first cutting was made and up to this date I have sold \$1,100.00 worth of alfalfa and now have on hand seven tons worth \$112.00. In addition to this revenue I have pastured since January 1st, 1913, an average of 120 head of hogs. My success with alfalfa led me to purchase on January 1st, 1913, 114 head of hogs, paying therefor \$1,095.00. From this investment I have already sold \$1,055.40 and have left on hand 93 head.

In addition to the above alfalfa proposition I also have 110 acres alfalfa planted between March 1st and 15th, 1913, which at this date is being harvested for the first time, yielding upwards of one ton per acre and will average two feet in height, some having been cut that was three feet high.

F. N. BRIAN.

Sworn and subscribed to before me, a notary public, on this 18th day of June, 1913.

W. E. CAGE,

(Seal)

Notary Public in and for
Hidalgo Co., Texas.

Dairying.

The Lower Rio Grande Valley is proving to be a dairy country of exceptional merit, and this industry is very successful. There are many fine herds near Sharyland, the most of which are Jerseys, for this breed is very popular in the South. They are large and steady producers of butterfat at all seasons of the year when given access to a variety of feed.

It may seem strange that farmers would devote high priced land to dairy farming, but this same land will grow sufficient feed for two to four cows on a single acre. Abundant crops of forage and green alfalfa and bermuda grass for pasture both winter and summer, afford a splendid variety of the finest feed.

Tuberculosis among the cattle is unknown here and the climate is considered proof against it. A mild, dry climate with plenty of fresh air and water and proper feed develops a strong, hardy constitution with cattle, the same as with man.

Texas is a great butter market and this product brings a price fully as high and often higher than paid in the North.

There is a modern creamery at McAllen which is equipped to handle all the butter fat produced in this section for a long time to come. Butter from this creamery took the first prize at the National Corn Exposition at Dallas, Texas, in 1914, in competition with butter from 13 states.

The absence of cold weather and the scarcity of flies make dairying much more easy and pleasant than in the North. Very little protection is needed and a well balanced milk ration is sufficient even in the winter months.

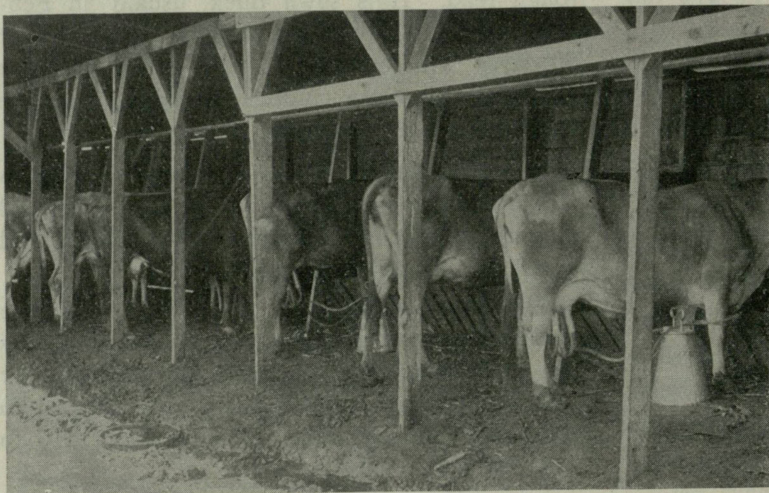
It is doubtful if the best dairy sections of the United States produce as much net profit per cow in a year as the Lower Rio Grande country.

Here is another letter from a satisfied farmer near Sharyland:

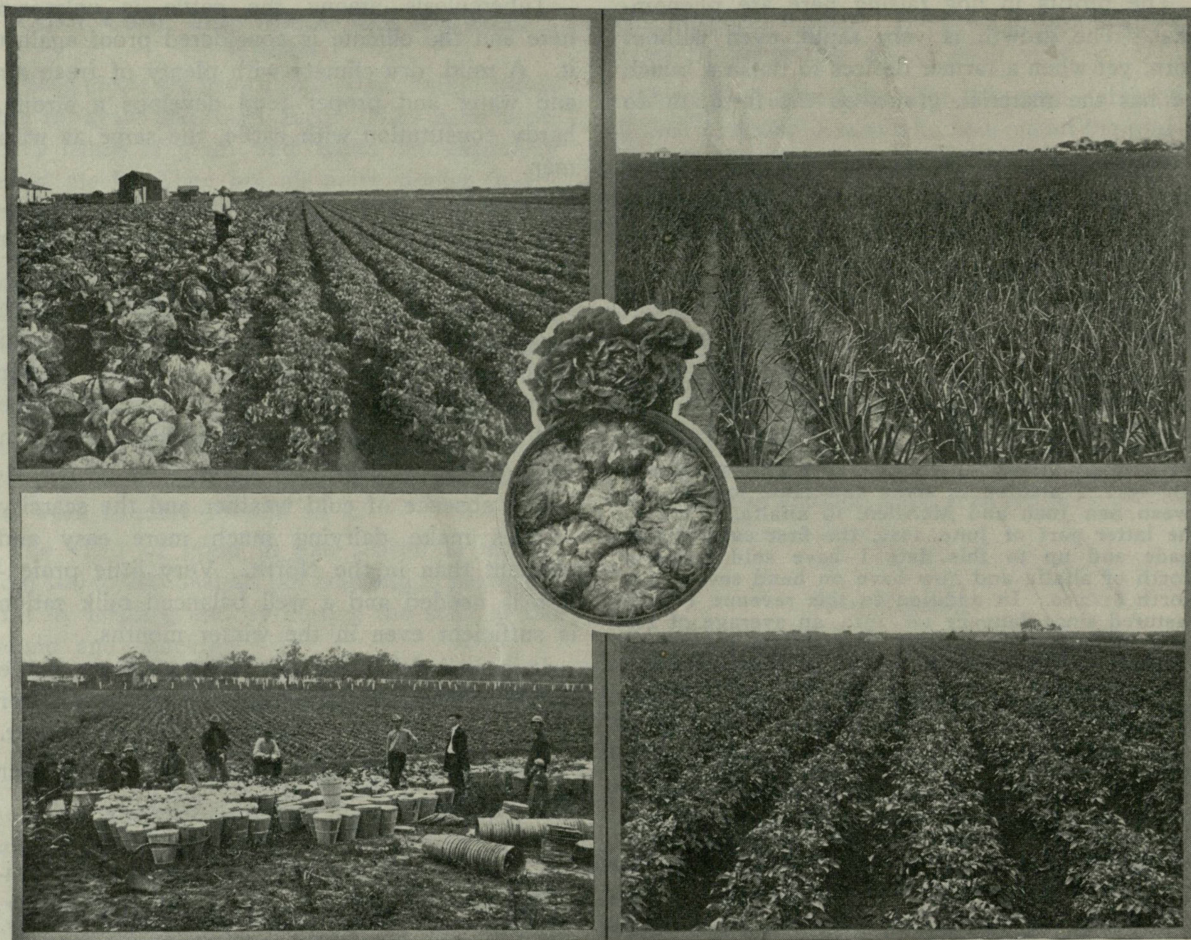
San Juan, Texas.

November 4th, 1914.

Through the efforts of one of Mr. Shary's representatives, I came to the Rio Grande Valley, together with my family, and after a thorough investigation of the Upper Rio Grande Valley, made my purchase. We moved from Southern Kansas and located here two years ago last September. One object in selecting our new home being on account of ill health. We have a very fine climate here and can say that we all enjoy good health here. I started to improve my place December, 1912. Have raised two crops of corn and made an average of 80 bushels per acre each year taking it straight through. Planted alfalfa and will get nine cuttings, making on an average of a ton to the acre. We kept from 75 to 80 head of hogs on the place. Hogs do best here on account of green feed the year around, and besides we have no cold weather to contend with. There are over 12,000 hogs in the Upper Valley today and I have yet to hear of a single case of cholera. Some people are doubtful about bringing Northern stock with them. We shipped our horses from Kansas and they have done better here and really better than they could have done in Kansas. Dairy cows do fine here. I sold from one cow in sixteen months' time \$200.00 worth of milk besides having what two families could use. We had 36 hens and my wife and daughter raised 600 chickens the first year and this was done without the aid of an incubator. My wife set out 1,000 strawberry plants and we had all the berries we wished for and sold enough to bring in nearly \$150.00. During the two years I have improved my place and have set out different kinds of shrubbery, flowers and trees. We can farm our land more successfully in corn than we could in Kansas and can plant and handle as many



Milking time at Mr. Wilson's up-to-date dairy farm near Sharyland.



Winter cabbage and head lettuce.

A hamper of lettuce.

Bermuda onions.

Packing in the field.

Irish potatoes.

acres here as we would there. We have no trouble in the way of labor. We aim to have all of our corn planted in February and can market it by the first of August. On the market we get from 75c to 80c per bushel for shelled corn. We are closer to the big shipping points, as nearly all of the corn shipped from Kansas, Nebraska and Oklahoma is sent to Galveston for large shipments. We are always sure of a good price for our corn as it comes on the market before any other corn and besides we save the difference in the long freight haul.

L. F. MOORE

Honey.

There are thousands of colonies of bees in the Valley and the long open season gives them an opportunity to store great quantities of honey from the millions of flowers which bloom the entire year. Honey is a staple article of commerce here, the income from which reaches large figures each year.

Poultry.

All kinds of poultry do very well in this section. In fact, it is the home of the wild turkey. Poultry raising is a profitable industry and there is scarcely a farmer here but has a fine bunch of chickens. The great variety of feed and greens the entire year, mild climate and good market for poultry products, makes it an easy matter to supply the demand for fresh eggs at a good profit.

Other Industries.

Besides hog and poultry raising, dairying and bee culture, the feeding of stock cattle for the market and commercial canning and preserving of fruits and vegetables can be carried on in connection with the regular farm work, utilizing any surplus farm products.

Winter Vegetables.

The growing of vegetables in the fall, winter and spring months to supply the Northern markets has been carried on in a more or less haphazard, hit-and-miss way for some time, though quite successfully as a whole.

Extremely high prices have been received some years while in other years some growers have lost money, but when one sees the way these crops grow in this mild climate under irrigation, he is bound to become more or less enthusiastic, for they are as pretty as the pictures in the seed catalogue.

The demand for fresh vegetables during the winter months is constantly growing everywhere. The markets of Texas alone are surprisingly good at all times, while the Northern markets receive their supply of delicious, out of season greens from the Lower Rio Grande Valley invariably, long before they are produced elsewhere.

These vegetables are grown in fields of one acre to at least one hundred acres in extent. The conditions for their best growth is perhaps as near the ideal as can be found. The cheap labor to be had is also a big item.

As an illustration of what is being done there in the way of variety, one man had 72, and another had 56 different kinds of vegetables on display at the mid-winter fair at Brownsville, Texas, last year, all of which were grown on their farms in the Rio Grande country.

There have been some failures to market good crops of vegetables at a profit at different times, due mainly to the growers' disregard of the advice of the association. There is very small reason for not making big money in winter vegetables if the grower will use ordinary common sense.

The most of the truck growers of the lower Gulf Coast and Rio Grande country belong to the Truck Growers Association, and by co-operating in the matter of planting, assembling, sorting and shipping to markets that have been secured by the Association, they have done quite well.

Unit Marketing System.

During the past year this association has been reorganized and is now called the Unit Marketing System. The new policy adopted at that time is to sell strictly F. O. B. the cars at loading station and not to consign to commission men

under any circumstances, preferring to dump the entire crop rather than to relinquish their advantage in the matter of prices.

The association watches the supply and demand very closely. If the summer crops of cabbage, onions, etc., in the North are large and are put in cold storage they advise the farmers to go lightly in their planting of the same in the Valley. If the crop is short they advise planting and secure the markets in advance. By closely adhering to these tactics the growers who belong to the association have a good chance to realize large profits each year.

The climate is so mild that the vegetable crops are usually on the market several weeks ahead of the crops from any competing sections and have the advantage of a bare market at the beginning of the season.

Irish Potatoes.

Irish potatoes are planted nearly every month in the year, but the most profitable crops are planted so as to come on the market as new potatoes at the Christmas season and during the winter months.

They are usually shipped in carload lots from February until June and, as there are very few grown elsewhere so early, the prices are always good.

Potatoes are planted and harvested in 70 to 90 days and the same land can be used for corn or other staple crops.

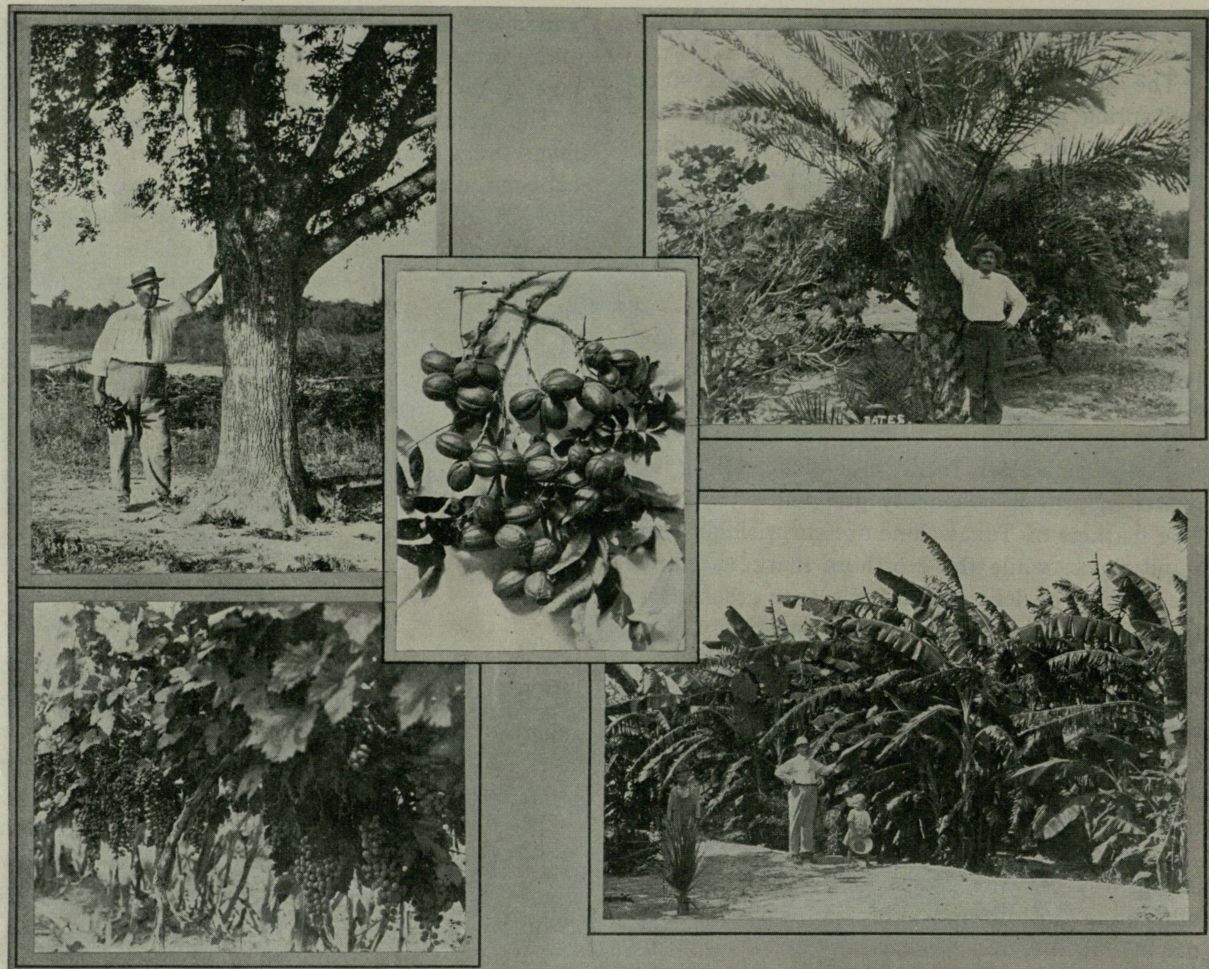
The yield is very good and of a quality hard to beat. The potato market of Texas is splendid as she has four million people to feed.

Matured potatoes can be allowed to remain in the ground for long periods, without spoiling.

Sweet Potatoes.

The South is the native home of the sweet potato. On account of the long growing season the plants produce potatoes almost continuously for at least nine months of the year. As soon as the potatoes are of good size they can be removed and the same vines will continue to produce if not left entirely uprooted.

They usually bring from 75c to \$1.50 per bushel and yield from 150 to 300 bushels per acre. As a feed crop for hogs they are very good, and many farmers dispose of much of their crop in this way, no doubt realizing as much profit in the end than the man who sells.



Paper shell pecan tree.

Ripe grapes in June, in the Valley.

Paper shell pecans.

Fig tree and date palm, both bearing.

Banana trees.

Cabbage.

Cabbage is perhaps the most staple of all truck crops grown and is usually planted more extensively than any other.

It is very easy to grow and yields from 8 to 12 tons per acre and often more. The quality is excellent and, when the market is right, extremely large profits are realized. The growers have often received as high as \$35 to \$40 per ton.

This crop is planted mostly in the early fall and shipping commences about Christmas time, continuing until April and May. The expense in growing the crop up to the time of harvesting is from \$20 to \$25 per acre. The expense of harvesting and loading on the cars is \$2 to \$2.50 per ton. Figuring a yield of 10 tons per acre the entire cost is about \$4 to \$7 per ton, and selling at \$25 per ton leaves a handsome profit.

Many growers make from \$200 to \$300 per acre nearly every year.

Onions.

Next in importance to cabbage comes the famous Bermuda and Crystal Wax onions, the very finest grown. These onions have made the Lower Rio Grande Valley famous. They were introduced here about 13 years ago, and, so phenomenal has been the success of their culture, that about 3,000 cars are shipped out every spring.

The cost of growing the crop is greater than with cabbage though the price received is enough higher to more than make up the difference, especially when considering the yield. As high as \$500 to \$1,000 per acre has been received from this crop. One man near Sharyland recently realized approximately \$9,000 from 13 acres of onions, above all the expense of growing, harvesting and marketing.



McAllen high school.

McAllen street scene.

Creamery at McAllen, Texas.

This is much above the general average, though the amount of profit received from this crop is usually very great.

Beans and Head Lettuce.

String or snap beans and head lettuce are also very good winter crops as there is always a live demand for them.

Beans are quickly and easily grown and are usually ready for the market in six to eight weeks, often bringing \$3 to \$4 per bushel.

Head lettuce grown in the Lower Rio Grande Valley is very hard to beat, and the demand for it is constantly increasing. It is not a difficult crop to grow or handle and stands shipping well. The amount that can be grown on a single acre is amazing.

The heads are large and firm, unexcelled for crispness and are much superior to the hot house crop, bringing more money.

The growers have received as high as \$300 to \$600 per acre, especially when their crop found a bare market.

Cucumbers, Watermelons and Canteloupes.

Cucumbers are one of the quickest revenue producing crops grown. They are planted in February and in a month to six weeks they are ready to ship.

The early express shipments often bring 75c to \$1.50 per dozen, and car lots later bring around \$1 per bushel F. O. B. the cars. A profit of \$100 per acre is easily made and when real early they often bring at least twice this amount.

They are easily grown, cheaply handled, always in demand and are out of the way in time for a summer crop on the same land.

Watermelons and canteloupes are usually planted about the same time as cucumbers and are put on the market in May and June, according to the season, though they can be depended on as the very first grown in the United States.

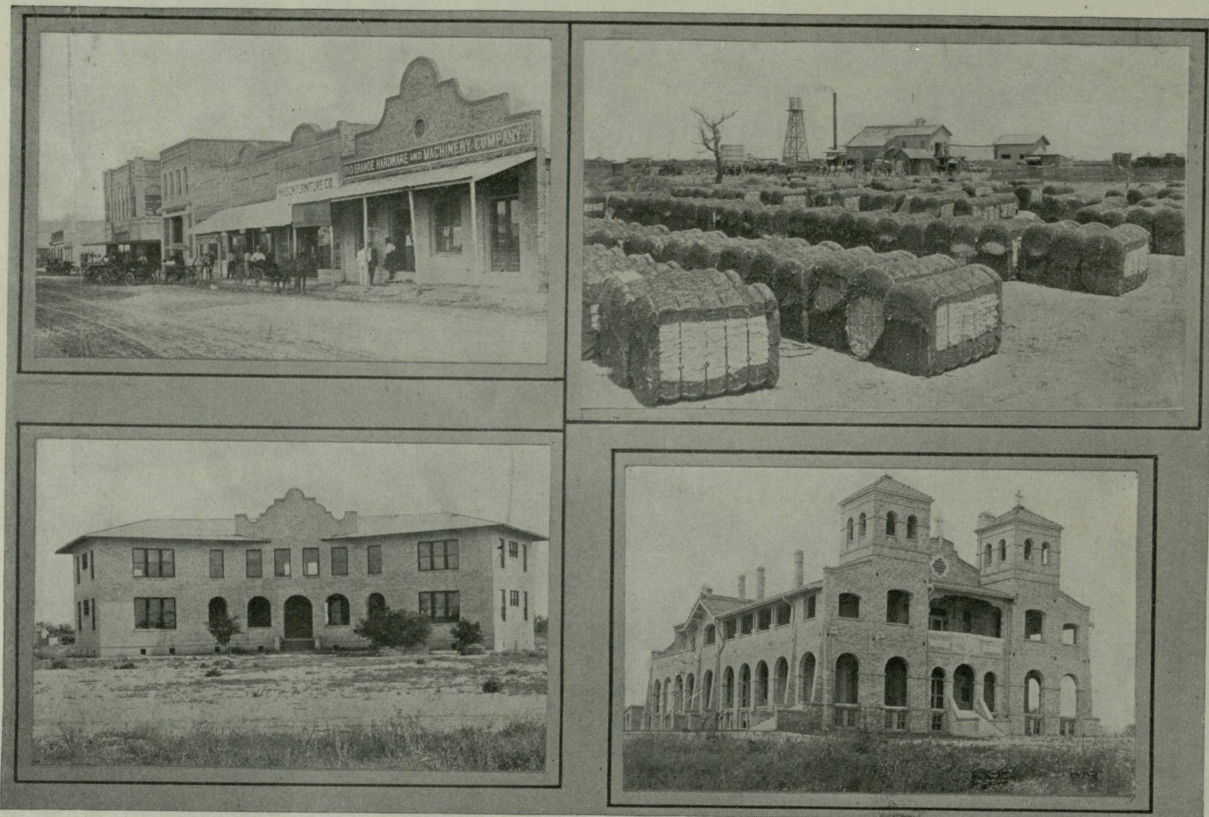
Watermelons often bring the grower as high as 50c each for the early crop. A carload averaging 20 to 30 pounds each will usually bring \$100 to \$200, unless they are late.

It is an easy matter to raise a carload of melons on a single acre.

Canteloupes are usually more profitable than watermelons. The earliest bring as high as \$10 a crate on the Texas market. The quality is of the very best. Valley canteloupes are fast becoming great favorites wherever known.

Other Vegetables.

Tomatoes and green peas for Christmas, besides early asparagus, egg plant, peppers, celery, carrots, beets, turnips, pumpkins, squash, spin-



Street scene at Mission, Texas. Mission high school. Cotton at Mission gin. Oblate fathers preparatory school, near Sharyland.

ach, parsnips, parsley, endive, okra, leeks, etc., in fact almost every vegetable known are raised in the Valley while the North is frozen up.

Green vegetables are always in demand and a more favorable section for their growth than this valley has not been found.

The seeds germinate quickly and the growth is rapid, bugs and worms bother very little at any season of the year.

Deciduous Fruits.

Trees which drop their leaves in the fall and put forth new leaves in the spring is a fair definition of the term "deciduous."

Many varieties of deciduous fruits are grown successfully and many more are being tried out in the Lower Rio Grande country.

Thus far the profits have been so large from crops requiring but a few months to mature, that fruit growing has not received the amount of attention it deserves. The average homeseeker is anxious to obtain the quickest returns possible on his money and leaves tree planting to the last.

Peaches.

Peaches, plums, apricots and pears have been grown for some time with considerable success. The trees are healthy and grow rapidly; the fruit ripening extremely early with a fine flavor.

Additional varieties are being tried out and much success is anticipated in growing these fruits for the early markets. Peaches, plums and apricots ripen in May and June.

Figs.

Figs are very hardy and easily grown. The fruit when preserved brings fancy prices with a large demand for the same at all times.

Contrary to the general rule, they will produce fruit the same year the slips are planted. The planting is done by simply cutting off the ends of the branches and sticking them in the ground. They will begin growing almost at once if given moisture.

The fruit and cuttings from an acre of Magnolia figs, when properly cared for, have brought as high as \$300 in one year.

Grapes.

The finest varieties of sweet table grapes do extremely well and are ready for the market several weeks ahead of the same varieties from California. They produce commercial crops at least one year earlier than on the Pacific Coast, on account of the longer growing season.

For size and quality these grapes are equal to the best and bring very fancy prices on the Eastern markets.

Strawberries.

The advantages for strawberry culture in this delta country are very numerous. By planting in the early fall, the vines will begin to bear before Christmas and continue until June, bearing continuously for more than five months.

The mid-winter berries from this section are perfect in shape and quality, being equal to the finest grown in any section at any season of the year. The climate allows the fruit to ripen evenly both inside and out and the keeping qualities are such that they can be shipped great distances without injury.

The winter berries find a great demand and bring from 25c to 50c per box and sometimes as high as \$1.00.

Many growers receive profits at the rate of \$300 to \$500 per acre and this industry is rapidly gaining in size and importance.

Bananas and Other Fruits.

Banana trees grow well and are very attractive in the yard. They are naturally handsome, their broad green leaves adding a touch of the tropics.

Citrus Fruits.

The growing of oranges, lemons and grapefruit in the Lower Rio Grande Valley is gaining

The Lower Rio Grande Valley, however, is not far enough south and the atmosphere is not hot and humid enough to grow the fruit commercially. Sometimes a good sized bunch of dwarfed bananas will mature and are very good eating.

Many other varieties of fruits such as raspberries, dewberries, dates, pomegranates, olives, loquats, guavas, etc., are being grown with considerable success.

Paper Shell Pecans.

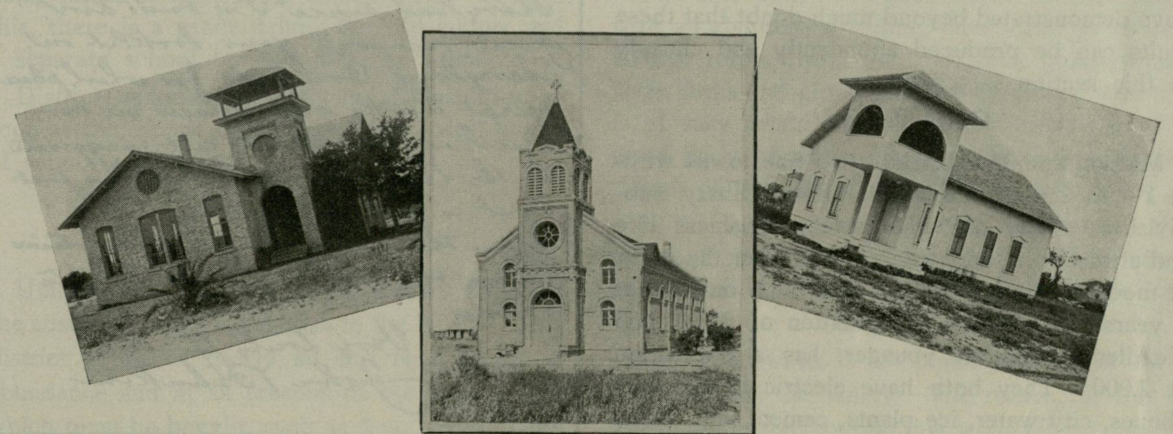
In the years past there have been many plantings of this King of Nuts in the Lower Rio Grande Valley. As with all other tree crops, they begin producing much earlier than elsewhere, a fault that has done much toward lessening their popularity in other sections.

As a revenue producer they are claimed to be ahead of the English walnut. They are immune to frost or cold weather and are excellent keepers.

Some of the older trees in the Valley are producing from 100 to 150 pounds each. These nuts bring as high as 50c per pound.

They are extra large and the meat is full, coming out of the thin shell with ease.

No farm should be without a liberal supply of pecan trees, for they can be set out in the field, about 20 to the acre and their space will never be missed. In time they will be great revenue producers and as they are a beautiful shade tree, they add greatly to the appearance of the farm.



Churches near Sharyland.



Record breaking grapefruit tree. 23 months old, bore 57 fruit.

great popularity. The success in the past years is very gratifying and no doubt this district will soon be shipping the earliest citrus fruit in the United States.

There are many fine young groves in bearing, some not yet 3 years of age, while many are 5 or 6 years old. The quality of the fruit is unsurpassed, being extremely sweet and juicy, with a thin skin and very little rag. The sweetness and flavor, which is produced without commercial fertilizer of any kind, demonstrates that this soil is perfectly adapted to the growing of the finest standard varieties.

There is a large acreage of citrus fruit already planted and it is now being increased more rapidly than ever. The past three years especially have demonstrated beyond much doubt that these fruits can be produced abundantly and cheaply in this section.

Good Towns.

Mission and McAllen are two fine towns within 1½ to 2 miles from the John H. Shary Subdivision. They are wide awake, business like and attractive in appearance; built after the order of modern cities of today. Mission is only about 6 years old and has a population of 3,500, and McAllen, somewhat younger, has a population of 2,000. They both have electric lights, telephones, city water, ice plants, cement side walks and all kinds of up to date mercantile establishments.

Edinburg is the new county seat and is located about 10 miles northeast of McAllen, on a branch line of railroad. Alton is another trading point nearby on the interurban line, about 5 miles north of Mission and quite close and handy to farmers on the north end of the tract.

Here are four towns within 1½ to 4 miles from the John H. Shary Subdivision. A better or more handy location would be hard to find and certainly is not equaled elsewhere in the Valley.

Banks.

The first bank in Hidalgo county was organized in 1908 and in five years' time there were 7 State and 2 National banks, nine in all, and each one in a flourishing condition. The banks are all on a substantial basis and there has never been a bank failure in the entire Valley.

Churches.

McAllen and Mission are well supplied with churches of practically all the different denominations, both Catholic and Protestant.

Lake Mills, Wis. 11/10 1914
Mr. J. H. Shary
Omaha, Neb
 Dear Sir: Your blue-prints of my two and three acre tracts came to hand, this suits me first rate and if you will kindly have it laid out in that way I shall like it.
 I have done some great talking about Sharyland since I'm back here. Just received your booklet on Sharyland Orchards for which please accept thanks, what pleases me very much is: that you do not exaggerate in the least but tell every thing just as it is and as I saw it.
 Again thanking you for all courtesies shown my wife & myself I beg to remain
 Very truly yours
John Bohannon

A letter from a man who made the trip with Mr. Shary. This is the way everyone feels after investigating.

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

Among the many new settlers arriving on the John H. Shary Subdivision there is occasionally a goodly number of one denomination or another who desire a church of their own particular faith. On this account Mr. Shary wishes to announce to all his buyers that in case they do not find a suitable place for worship, according to their belief, and enough people desire a church of their own, he will gladly assist the cause and donate liberally.

Schools.

During the year 1912, there were \$43,000 expended for school purposes in Hidalgo County, a part of which was a voluntary tax voted by the people.

There were 4,538 children of school age in the county, entitled to the benefits of the General School Fund at the rate of \$6.85 per capita, and the number and apportionment was much greater in 1913.

There are 12 districts in the county with 52 schools and 71 teachers.

The permanent school fund of the state now exceeds \$72,000,000.

Both McAllen and Mission are well equipped with schools. The buildings are very fine for towns of their size and age, and the instructors are of the best. The high schools of each town equip the scholar to enter the State University direct.

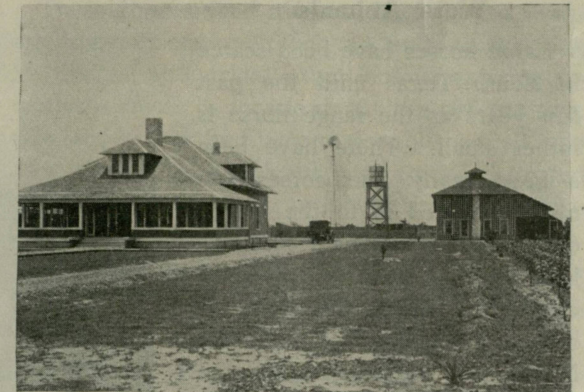
The McAllen high school was recently erected at a cost of \$12,000.

Mission has three good schools. The high school cost \$20,000, and a bond issue is now being raised to build a \$15,000 addition. Besides this, there is a grade school for the whites and a separate school for the Mexican scholars.

District schools are built in all localities as soon as the census shows there are enough pupils of school age therein.

Cost of Living.

Unlike most popular winter resort sections, the cost of living is lower than in the North. This district produces nearly all the food stuffs in abundance and at all seasons of the year. That which must be bought, such as flour, comes from districts within the state and are no higher than elsewhere.



A modern home near Sharyland, recently completed.

Beef, pork, poultry and dairy products are all raised here besides vegetables and fruits. Wild game is plentiful and fresh sea foods are obtainable from points only a few miles distant.

Fuel is cheap and very little is needed except for cooking purposes and rents are not high.

Building Material.

Texas is well supplied with all kinds of building material, which costs less than in the North, and the cost of building is much less on account of the mild climate. Brick sell for \$6.00 to \$7.00 per thousand.

Native timber is very good for fence posts, fire wood and railroad ties, and includes such hard woods as ebony, mesquite, and cats claw.

Domestic Water.

Two fine wells have been drilled on Sharyland with an abundance of fine, pure water at 79 and 80 feet respectively. This water is pumped into large tanks and piped to different places where it is of easy access to all. It is evident that this same body of water may be reached at similar depths on all parts of the subdivision.

In the upper part of the delta surrounding the towns of Mission and McAllen may be seen windmills in all directions, steadily pumping this fine water with the aid of the steady sea breeze.

This good water is not found however in but a small part of the Valley. The reason for this is attributed to the fact that this section is far enough away from the Gulf to be well drained and to the elevation.

Work Animals.

Large horses have been scarce in South Texas until the past few years as the range horse is rather small. There have been a great many fine horses and mules shipped in to the Valley of late and are doing well. The kind of feed grown in this delta country is much the same as horses and mules live on in the North and in many instances those that have been shipped in are in better shape than when they arrived.

Many good native mules are to be had also and a first class span usually cost \$400 to \$500 dollars.

Roads.

People are beginning to realize more than ever before the value and advantage of smooth, well built roads, properly cared for. Hidalgo County voted \$100,000 road and bridge bonds at the outset of her agricultural awakening. There are over three hundred miles of fine graded roads in the county and more are being graded continually. There are also nearly 1,000 miles of other public roads that are usually above the average.

Water Rates.

The water rates of the Mission Irrigation System are considerably lower than most systems in the Valley on account of the fact that this system is more complete, better equipped, waters a larger acreage and is self-sustaining.

It is elemental that the irrigation system be supported financially by the land owners who derive the benefits therefrom. It is also important that the rates are not too high, yet equally important that they be high enough to maintain and operate the system, else service cannot be rendered.

The income and expenses of the irrigation system are divided into two heads, maintenance and operation.

Maintenance Charge.

The maintenance charge or "Flat Rate"; the amount per acre fixed each year, covers the overhead expense of maintaining the entire irrigation system, both the properties and the



Lower Rio Grande Valley mules.

organization, as a going concern, ready to furnish the water, thus making "irrigated land," which is more valuable on that account. The land owner must pay this charge whether he uses water or not.

The operation charge covers the cost of fuel and labor and of the pumping and carrying of the water out to the land to be irrigated. This must be paid in addition to the flat rate by the water takers.

This is the only fair way to adjust the water rates so as to be equable to all concerned.

There will be no Flat Rate charged to the purchasers of the John H. Shary Subdivision for one year from the date of their purchase and for the second year this rate will not exceed \$2.00 per acre. This is guaranteed to the purchaser in his contract of purchase.

Operation Charge.

The operation charge was reduced from \$1.50 to \$1 per acre for each irrigation on the first of January, 1914.

With the operation charge so small and a flat rate of but \$2 for the first two years, it is absurd to think that water is expensive, especially when the increase in yield, caused by its use over the average yield in a rainfall country, is so great.

Corn usually needs from one to three irrigations, with two for cotton. Kaffir corn, milo maize, sorghum cane and Egyptian wheat seldom need more than two irrigations except in extremely dry years.

IRRIGATED LANDS IN THE LOWER RIO GRANDE VALLEY OF TEXAS.

Alfalfa and other grass crops require one irrigation after each cutting unless the rainfall is heavy enough and at the right time. More than six or seven irrigations are seldom needed with alfalfa each year. Cabbage, onions, lettuce and other truck crops usually need three to five irrigations.

The revenue from one of the extra crops that can be grown on this land in one year's time will more than pay for the water used for all crops.

Increase in Values.

The assessed valuation of property in Hidalgo county in 1903 was \$2,445,037. In the year 1912 about twenty-five per cent of the territory of Hidalgo county was taken to help form the new counties of Brooks and Willacy, yet the assessed valuation for 1913 was approximately \$13,250,000, an increase of nearly 550% in ten years' time.

The present irrigated district of the county constitutes only about one-fifth of the total area and the balance or other four-fifths is dry pasture land with a value not exceeding \$10 per acre.

Ten years ago the assessed valuation of the entire county was scarcely \$5 per acre.

This tremendous increase is one of the best indications of the fact that Hidalgo county irrigated land is one of the most stable and desirable investments before the public.

Tax Rate.

The taxes in Hidalgo county for 1913 were \$1.02 on each \$100 valuation, which included 45c for the state and special taxes for the court house, jail, jail repair, roads and bridges.

At a local option election the people voted a tax for district school purposes amounting to 45c on each \$100 valuation, which is additional. The usual rendition on a forty acre farm is from \$1,000 to \$1,500, so the taxes would be from \$10 to \$15 on a forty.

Irrigated Land Values.

The best irrigated lands in the United States sell for \$300 to as high as \$3,000 per acre and some for even more. Irrigated lands are the most valuable from the fact that protection of the crops from failure is thereby assured and the yields are greatly increased over those of the best rainfall sections.

The highest priced irrigated lands in the world are no better equipped than the lands on the John H. Shary Subdivision, either in soil, watering facilities, climate or location. At the present time this land can be had very reasonable, yet all who are familiar with the highest priced irrigated lands in the West are emphatic in their praise and faith in the Shary lands when they see them. There is no reason why they should not become the most valuable agricultural lands in existence.

Prices and Terms.

The price of land in the John H. Shary Subdivision is \$150 to \$200 per acre, according to the location.

The terms are two-fifths of the purchase price in cash and the balance in five annual payments at 6% interest, with the privilege of paying off all the indebtedness at any time.

The land in Sharyland Orchards, set out to citrus fruit and taken care of for two years is bringing \$1,000 per acre, which in the opinion of citrus fruit growers, is cheap when the advantage of fine, well developed home sites are taken into consideration.

The lands that are selling for \$150 to \$200 per acre have the very same soil and possess exactly the same irrigation privileges. The orchard land is made more valuable with the addition of extraordinary improvements which the owner may place upon any of the other lands.

Deeds and Titles.

Mr. Shary's title to this land has been passed upon by some of the most competent title attorneys in Texas, including Judge D. W. Glasscock,



Another comfortable home, typical of the manner of building.



Result of a morning shoot.

who pronounced it good and merchantable. The deed and a condensed statement of substance of original abstract of title with the opinion of the attorney will be delivered to all purchasers upon the payment of the earnest money.

All titles are delivered through Mr. John H. Shary himself, instead of depending upon a separate company to carry out this important part of the contract. There will be no long years of waiting or holding deeds with banks or trust companies until the land is paid for before giving a purchaser his title.

SPECIAL ANNOUNCEMENT.

This proposition as well as Mr. Shary's reliability and business methods have been investigated by the departments for the regulation of investment companies of the states of Kansas and Ohio, both of which have issued official permits to sell this land in those states. This act is known as the Blue Sky Law.

Mr. Shary is extremely cautious about allowing any misrepresentation regarding this proposition and seeks to advertise its resources in an accurate and conservative manner. If any statements in this book are found to misrepresent conditions by anyone investigating Sharyland with him, he agrees to refund all the expenses of their trip.

He is always ready and willing to enter any promise or agreement into a written contract which must be accepted as final and complete.

Commercial references may be had upon application to the home office at Omaha, Nebraska, or through Dunn's and Bradstreet's commercial agencies.

The Land Owner.

Where is the man who does not feel that the ownership of a piece of good land is a most valuable asset?

Perhaps those who have never owned land do not realize the security and satisfaction that an owner feels when he is possessed of enough of this precious earth to keep him and his family forever from want. It may be that the landless man is unable to appreciate the connection of ownership as a tie that binds to him the many good things of life to which he is justly inherent.

Wars, famines and financial depressions may come with all their disaster, but the man is absolutely safe whose money is invested in good agricultural land.

In less than 50 years the young man of today will recollect, with considerable regret, the time when he could have bought a piece of good land at a reasonable figure. Prices are going up and up and by that time will be so high that only the owners of great wealth will be able to buy a good farm.

The man who buys land now will surely be rich in time for there is but one crop of land and it will soon be harvested.

It is indeed fortunate for the present generation that the Lower Rio Grande Valley was overlooked and misunderstood until the past few years. The opportunities existing in Sharyland are better than most men ever meet with. They are better than they were in California 25 years ago where land is now bringing thousands of dollars per acre.

No other section offers a first class investment proposition that has the elements of stability, progress and advancement that exist in this exceptional "Treasure Land."

Recreation.

One can fully enjoy life out of doors in this mild and equable climate. There is plenty of keen sport to be had without great exertion or expense in hunting deer, wild hogs, waterfowl, quail and many other kinds of game which is allowed by the liberal game laws.

It is the intention of Mr. Shary to create a beautiful play ground about four miles north of Sharyland by taking advantage of a natural depression that can be made into a fine lake. This will serve a double purpose and can be enjoyed by all as it will be a splendid place for shooting, fishing, bathing, boating, picnics, etc., besides



The spoils of the hunt.

holding a reserve supply of water sufficient to water approximately 1,500 acres lying to the east.

A fine boulevard drive will be constructed around it and Mr. Shary is endeavoring to organize a club with sufficient membership to build a fine \$10,000 club house with suitable grounds on one side of the lake.

Then, there is excellent salt water fishing and bathing to be had nearby. The long stretch of smooth unbroken beach along the gulf side of Padre Island, which lies off the mouth of the Valley, is one of the finest in the world. The shallows, necks and bays along the coast afford great retreats for all kinds of waterfowl in the winter time. The vast stretches of undeveloped timber land which lie contiguous to the Valley also afford splendid hunting grounds.

Very few sections afford the amount and variety of sport and recreation that can be enjoyed here every month in the year.

The clean, open, outdoor life in this mild dry climate adds years to the life of man. A dip in the surf and the refreshing sleep of the cool nights are very stimulating and sustaining.

Security and Happiness.

The average man who moves to this country is deprived of very little to which he may have been accustomed and will find many additional features that go to make for greater comfort and happiness.

Whether a man has but ten acres or a thousand, he is always certain of a steady income and a splendid living from the fat of the land. The amount of his net earnings each year are only limited by his ambition for he can keep his investment continually working at a profit.

One can soon have a comfortable home amid surroundings of great beauty. A fine lawn is easily and quickly obtained while a splendid variety of rare and appreciated ornamentals, shade and fruit trees are to be had at Sharyland where Mr. Shary is starting a nursery to supply the ever increasing demand for such.

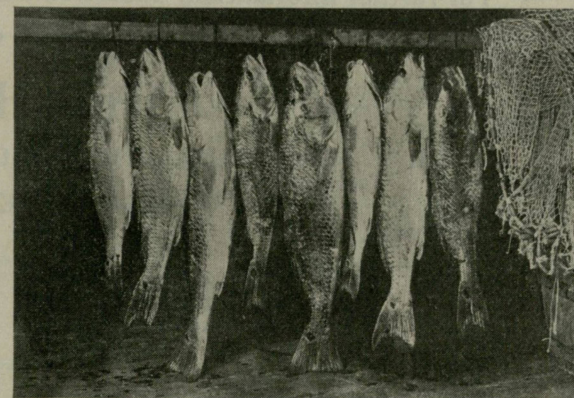
Wild flowers by the millions bedeck the roadsides and many beautiful roses, cannas and other plants bloom almost continually. In very few sections of the United States may be found such an unlimited variety of useful and ornamental trees, shrubs, creepers, bulbs, etc.

A Master Builder.

The John H. Shary Subdivision is the crowning achievement of a master colony builder and is the very highest type of an agricultural proposition. Mr. Shary has had many years of very successful experience in colonizing raw lands and has been a leading spirit in the development of nearly three hundred thousand acres in South Texas which have since increased greatly in value and now form some of the most prosperous communities in the state.

Those who are aware of the value of his judgment and ability in carrying his large enterprises to a successful completion, also know that his integrity is unquestioned and show their faith in him by their repeated investments.

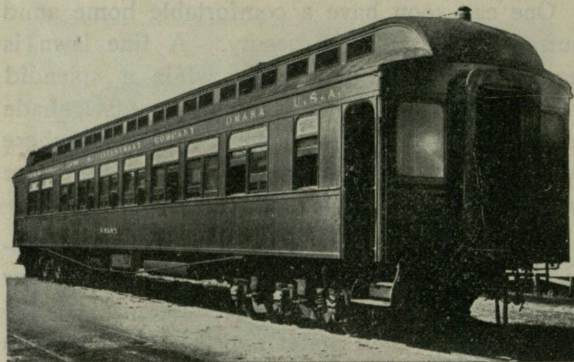
To those who are not familiar with his irreproachable business policies and of the exceptional opportunities he has created in this sun kissed fertile valley, a trip of inspection with him will be a great and most pleasant surprise, worthy of the time and attention of the most critical.



One of the many varieties of fish to be had with little trouble.

JOHN H. SHARY

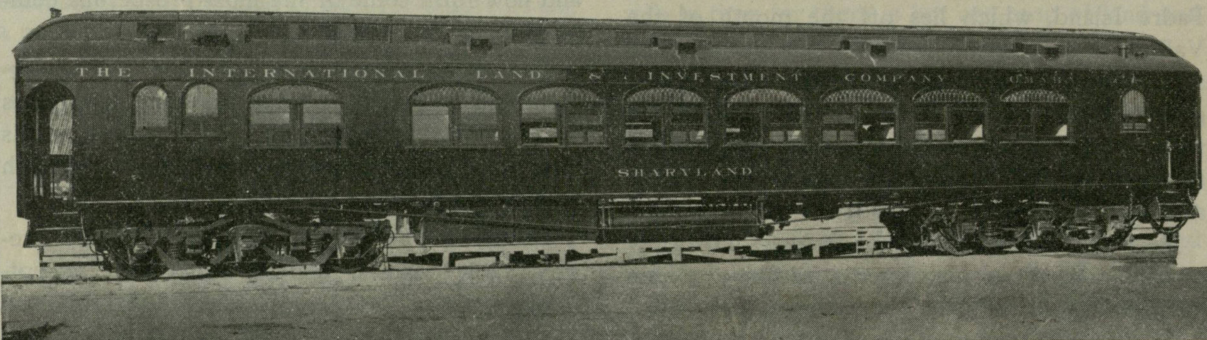
OMAHA, NEBRASKA



Private car "Shary."

Cost of Trip.

Very low round trip homeseekers rates are given twice a month by most all railroads operating in the North. The cost of a ticket for this trip of about 3,000 miles is but \$32.50 from Kansas City, Mo., to the Lower Rio Grande Valley and return. From Omaha, Nebr., \$35.00, from Des Moines, Ia., and Chicago, Ill., \$37.50. The rates vary according to the distance and are subject to change.



Private car "Sharyland."

For further information, Excursion Dates, Route Cards and other information call on or address

JOHN H. SHARY

1202-12 City National Bank Building

OMAHA, NEBRASKA

Telephone Douglas 3133

Or Representative:

Special Excursion Trains.

Mr. Shary owns and operates a string of Standard Pullman sleeping and dining cars for the comfort and convenience of the great number of people who make this trip with him.

The cars are well equipped and are kept clean and in good condition. They are provisioned with the best the market affords and the meals are cooked and served by competent crews.

Meals and berths are served enroute from Kansas City, Mo., and return at the small cost of \$2 per day. This same service on the regular Pullman would cost at least \$5 each day.

Ladies are invited along and seldom a trip is made without a fair share of them present. They will find the service and equipment much to their liking.

One who has never made this trip has a very vague idea of the pleasure to be had and of the number of interesting things to be seen, much less realizing the many benefits derived and bother done away with by this mode of travel.



This is an exact reproduction of an authentic map of the United States without any distortion so common with railroad maps. Notice the great size of Texas, outlined in a heavy line, and see how much nearer it is to the markets of the Central West than either California or Florida. The distances marked between points were taken from time tables of the main railway lines which connect them. The Lower Rio Grande Valley is shown within the circle in the southern point of Texas. This section is about 475 miles farther south than Los Angeles, Cal., 290 miles south of New Orleans, La., 265 miles south and 145 miles west of Galveston, Texas, and on a parallel with Miami, Fla. This Valley is swept by the Trade Winds from the sea which come from the East and reach but a few other points on the Texas Coast. These winds are very constant and health giving and are the primary cause of the surprisingly pleasant summer weather.



JOHN H. SHARY
Omaha, Nebraska.

OMAHA PRINTING CO.

JANUARY 1st, 1916